

44th YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



Photo-of-the-Month See Page 9

In This Issue:

May, 1954

**Exclusive Last Hollyday Interview
New Type Aluminum Shingles**

How any good roofer can make more money



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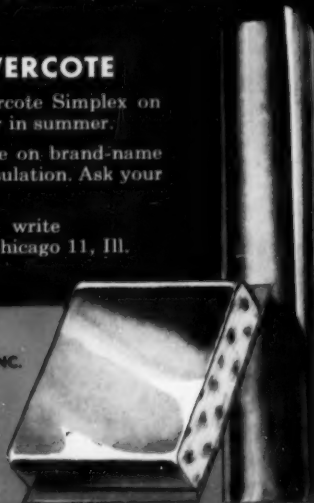
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May, 1954

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See how-to-use details on reverse



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S-54

Nailing It Down

TO WHAT extent the FHA explosion in Washington will affect the roofing, siding and home improvement industry, is, at this writing highly problematical. Unfortunately, although much of the concentration is on Section 608 and the so-called "windfall" profits made by builders of multi-dwelling projects, some of the harm done by unscrupulous contractors and discussed in these columns in the past, may also have its effect on home modernization regulations.

C. N. Nichols, in his report to association members mentioned in the main pages of this issue, stated that safeguards might take the following direction :

- a—Complete itemized statement of materials to be used on a job.
- b—Definite statement of number of squares in job.
- c—Amount of commission or sales cost for the job.
- d—Requirement that lending agencies make a *personal* inspection and appraisal of property which sale covers.
- e—Responsibility for the job with a possible guarantee.
- f—There will probably be many others proposed which we cannot anticipate.

Despite the seriousness of the current investigation, and the possible grave repercussions it might have with legislators in Washington, and upon the market in general, it is this column's belief that in the long run it will be for the best. The ethical contractor cannot suffer for long because of the harm done by a few shady operators. As the situation clarifies, the basically good work done by the vast, vast majority of roofing, siding and home improvement contractors will stand out in high contrast to the dark doings of the fellows who work and literally slip away by night.

Liberal consumer credit has been and will continue to be an important cornerstone of the repair and modernization industry. Safeguards will undoubtedly be written in to the new

(Continued on Page 31)

AMERICAN ROOFER

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Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

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May

1954

OF COURSE the prospect will buy! Using "applied hopefulness"

APPROACH every prospect with the thought that he is a prospect who is going to buy, and hold to that thought all through the interview, regardless of appearance to the contrary. That is what might be called, "Applied hopefulness." Too regularly our hopes don't come to realization because they are not on the job at the time when they have their opportunity to bring themselves to realization. Hopes and expectations aren't emotions to have only before undertaking to do a thing; they should be companions and partners of your undertakings; they should play a prominent part in your sales undertakings.

What an absurdity it is to call on a prospect with the thought that he is going to buy, and to abandon that hope shortly after you contact him! It was that expectation and that hope that moved you to call on him. That hope

Mr. Dichter speaks with the experience of a man who is the active sales manager of a well-established roofing company with headquarters in Belmont, Mass. AMERICAN ROOFER & Siding Contractor welcomes these contributions by men active in the field. Do others of our subscribers have articles they may wish to contribute?

By **LOU K. DICHTER**

Sales Manager
Reynolds Roofing Co.

and that expectation will keep you driving away at him to sell him if you hold to them. What you need in selling

more than any other thing is the hope and expectation of making a sale. It takes that hope and that expectation to put life into your efforts to make a sale. Something vital goes out of you the moment you lose that hope, and you lose it only by deliberately abandoning it.

Your confidence that the prospect is going to buy also has a way of communicating itself to your prospect. It gets to him and takes form in his mind, the form of the thought that he is a prospect who is going to buy. Don't make the mistake of underrating the power of suggestion. The entire fabric of national advertising is founded upon faith in the power of suggestion, advertising suggests buying and indicates faith in the fact that people will buy if the suggestion to do so it put before them often enough, and with sufficient confidence.

The expectation that your prospect is going to buy, is essential to inspiring you to persist in your endeavors to sell him. You go ten times as far if you have hopes and expectations of success as you do without those hopes and expectations. Selling with hopes

(Continued on Page 33)

Photo of the Month

William N. "Bill" Palmer, whose Palmer's Roofing Company is located in Miami, Florida, is one of the active and well-liked Directors of the National Roofing Contractor's Association. He is also an alert and reflective reader of AMERICAN ROOFER & Siding Contractor for it was an ad seen in one of the issues which convinced him that he ought to apply Vermont Roofing Slate to the beautiful new Club House of Hialeah Race Course, Inc., out at the track in Hialeah, Fla.

Mr. Palmer wanted to apply only the very best to the carefully designed new building, and so he obtained Vermont green and mottled purple slate shingles in random widths from Evergreen Slate Company, Inc. Architect Lester W. Geisler of Kissimmee, Fla., had provided the building plans, and General Contractor John B. Orr, Inc. of Miami, Fla., was pleased with the results.

Palmer's Roofing Company provided the sheet metal and ductwork as well as the roofing, and the big job was completed January 10, 1954.

FHA improvements detailed by Hollyday at NERSICA show

Interview proves he had placed important reforms in effect

ALTHOUGH attendance reached a record high of 6111 (compared with the previous record of 4800 set last year) the Twelfth Annual Convention and Exposition of NERSICA actually featured more home improvement aspects than roofing, siding and insulation. Interest in the show has shown tremendous growth throughout the years, but the newer fields seem to have taken particular root in NERSICA. However the number of exhibitors in roofing, siding and related fields was very large, and interest on the part of roofing and siding contractors was as great as in the past.

The Office Management, Business Management and Built-Up Roofing Forums offered many points of interest for the roofing and siding contractor, and the speech of Guy T. O. Hollyday, at that time still Commissioner of FHA, presented points which have not since lost their pertinent value.

Summarizing Mr. Hollyday's remarks, the former FHA Commissioner stated that FHA is not a housing administration, a better name would be

the Federal Mutual Mortgage Insurance Agency. FHA has insured about 30 billion dollars in debts, reduced to about 17½ billion dollars over a 19



Guy T. O. Hollyday posed for the picture above while he was being interviewed at the NERSICA show. He was still, at that time, Commissioner of FHA.

year period. Its present role makes possible 25% of the new dwelling units put up each year.

An FHA directive setting up a new system now protects the consumer and the ethical contractor from incursions

by the high pressure fly-by-night dealer. The FHA now notifies the customer of the details of the contract he has signed and gives him a four to five day "cooling off" period before the customer has to sign the completion certificate.

The provisions of the housing bill before Congress extending home improvement loan repayments from 3 to 5 years will not be of too much help to the average contractor, since it is limited to jobs worth \$1500 or more. Only 7% of home improvements is on jobs costing \$1500 or more. The average job is \$590. About 60% of current loans are under \$500, 25% under \$1,000 and 8% under \$1500.

4 Major Points

Mr. Hollyday named 4 major points as the essence of the new housing bill:

1. *Simplification*: There will be just one Title II section instead of the jumble of sub-sections and regulations now in effect.

On 1-4 family homes anybody with good credit can borrow up to 95% of \$8,000, old, new, or whatever homes. Above \$8,000 you can borrow up to 75%, all the way up to \$20,000. The President (Eisenhower) will have the right to set the exact figure. The ceiling is 30 years (Eisenhower will set this).

2. *Low Cost Housing*: Title I, Section 8, will now be under Title II. (Up to \$6,000.)

3. *Existing Homes To Be Treated Like New*: Removal of favoritism toward the new house.

4. *Neighborhood Conservation*: Difficult in some cities to improve blighted areas. Some municipal governments can't do it unless the citizenry is aroused and the mayor really wants to do a job. If the municipal government cooperates FHA goes into an area that's on the way down. As neighborhood conservation develops every-

THE FHA INVESTIGATION AND WHAT IT MEANS TO THE CONTRACTOR

The FHA investigation by Congress and Albert M. Cole, Housing and Home Finance Administrator, broke on April 12, with the accepted resignation of FHA Commissioner Guy T. O. Hollyday, too late for this publication to develop perspective enough to give a full report or interpretation of the swiftly-moving day-by-day developments. However, C. N. Nichols, Managing Director of the National Established Roofing, Siding and Insulating Contractors Association, Inc. went to Washington immediately and issued a report dated April 15th, to the membership of his Association.

At this early date it was too early to tell along just what lines the investigation would develop. (Contractors who have been following their daily papers will know much more by the time this issue of AMERICAN ROOFER & SID-

ING CONTRACTOR is in their hands.) Mr. Nichols, in his bulletin, stated that there was grave danger of a loss of the rights now enjoyed under FHA Title I consumer credit government insured loan provisions. Some of the points he covered are examined in more detail in this month's "Nailing It Down" column.

More recent reports told of the dismissal of Arthur J. Frentz, FHA Assistant Commissioner in charge of Title I, after he had reportedly incurred the displeasure of the investigating committee with his testimony that there were 500 to 600 kinds of projects that FHA would approve under home improvements.

The value of the advice offered by Mr. Hollyday at the NERSICA Convention, and the warnings issued by Mr. Frentz reported in previous issues of AMERICAN ROOFER & SIDING CONTRACTOR is not reduced by current development in Washington. Editorial comment will be reserved for a future issue when the FHA picture will have clarified.



Seated at the speaker's table at the NERSICA luncheon meeting on the second day of the Convention, were, besides Guy T. O. Hollyday, 18 "founders," many of them past

presidents of NERSICA, who received plaques in honor of their distinguished service to the organization.

one is helped. The home improvement dealer steps in, and people hire him, as they begin to take pride in improving their local areas.

Among other remarks made by Mr. Hollyday in the course of an interview following his speech: There had been and to some extent still is a serious question of whether Title II should be continued.

The fellow in the mortgage lending business can certainly be controlled on unethical practices better than the high-pressure dealer and the fly-by-night operator, because they have to stay put to stay in business, and staying put they can be found.

Encouraging small town loans: FHA Commissioner can permit charges to pull money into small towns.

Seven percent of all houses put up last year were pre-fabs. This is a steadily growing business.

Hollyday Interviewed

Some of the questions asked and the answers given by Mr. Hollyday follow:

Q. How do you explain whether the burden of policing FHA paper hasn't been passed on to the banks?

A. It *does* put some burden on the banks.

Q. How will industry be protected from the kind of bad publicity it got in the mastic siding case?

A. The industry has to be largely self-policing. Industry has to sit down with the banker and work things out. Throw the suede shoe man out on his own. It's up to individuals and to the associations to do this work.

Q. Will banks take into consideration increased value of a modernized "trade-in" house after the improvements have been installed? What assurance is there actually that the valuation of the house will be increased?

A. We can't criticize the trustee of money (banks). The government can't control their operations in this respect. The fact that the bank can get the amount of FHA insurance on it according to the higher FHA valuation would indicate that the taking into consideration of the additional improvements would not be a problem. The contractor can of course mention that his regional FHA board has accepted.

Q. Suppose to counteract the cooling-

off period a bank or lender exempts itself from jurisdiction of FHA because the hi-binder doesn't want FHA's waiting period. Suppose these hi-binders get a five year deal from a non-FHA bank. Will this not lead to more failures than on the FHA plan, and, directly as an outgrowth of the new FHA regulations?

A. 3 points:

1. Industry and banks that operate with FHA must cooperate.
2. Education of the dealers of the fact that this is happening. And why it is worthwhile.
3. Education in turn by these same ethical dealers of the public they deal with.

Built-Up Roofing Forum

"Cold Process Application has been widely job tested on a national basis over the last 20 years and records prove it to be most satisfactory when properly applied," E. A. Swenson of the Built-up Roofing Dept. of the Flintkote Co. said in starting off the well-attended morning and afternoon sessions of the popular Built-up Roofing Forum, a standard feature of the NERSICA Convention.

Mr. Swenson reviewed the development of cold process in his segment and was followed by E. F. Dittmer, Administrative Assistant of the Philip Carey Co. and Willis Craig, Director of Research at Labco. The Hot Process section was ably handled by Tom Dantz of Ruberoid, Carl Timpe of

Barrett, Ted Lyons of Johns-Manville, and N. F. Brown, Certain-teed.

Going back to the early 1930's, Mr. Swenson showed how his company began experimenting with the cold process brush application in the Southern states where hot, humid weather made life difficult for roofers. He reviewed the experimentation with saturated felts, cold cement and pre-treated felts and the findings that the latter gave better bonding qualities.

Some of the difficulties encountered in the experimentation with felts and cement where on how to make felts lay flat to avoid curvature, how to amalgamate the cement with the felt coating, how to get the bond established in a time period of 30-40 minutes



A portion of the Luncheon crowd at the Convention, with some of the "founders" who received plaques, visible in the background. Seated at the speaker's table, the following distinguished roofers, most of them Directors or Past Presidents of NERSICA are recognizable, from Left to Right: Messrs. Randall, Rex, Griffiths, Marshall, Romano, Kahn, McRae, and Olson.

and not before and how best to get out air pockets.

He revealed that they found that a fibrated cut back cement, trowel applied or spot poured, combined with a brushing out process, would start the bonding action between a double layer of felts.

Research on coating began in 1926-1927, or earlier, he said, to find an emulsified asphalt available for bare coating. One of the results of this research was cold asphalt (clay) emulsified in a water suspension.

Cold Process

In covering the cold process application Mr. Swenson made these points: Felt can't be rolled into hot bituminous coating agent — it must be cut into 12', 18' lengths and allowed to flatten; cement must be spot poured, not brushed — it should be dragged out for an even film or spread with a trowel; Felts should be cemented in and allowed to set for 30-40 minutes; a wide stable broom is most effective in brooming air pockets out of the surface; the top surface of emulsified cement should be broomed out with an 18"-24" wide floor broom, dipped in water to avoid tangling asphalt in the bristles.

Continuing, Mr. Swenson declared: Emulsion should not be applied when rain threatens as it needs over 24 hours to dry out or when the temperature dips below 50 degrees F. to avoid freezing the water content of the coating. In conclusion, he said that a cold cement spray for a top surface could be applied successfully with the proper equipment: compressor, hose, and gun of sufficient pressure.

The value of know-how and good

workmanship were emphasized by Mr. Dittmer. "A roofer can't ignore cold process and just concentrate on hot," he said, "Cold Process implements Hot, it does not surpass it." Of particular interest to the capacity audience was the following list of do's and



Left, above: Elmer Dittmer of Philip Carey addresses the Built-Up Roofing Forum. Right: Carl Timpe of Barrett speaks at the Forum, as Tom Dantz, Ruberoid, and Ted Lyons, Johns-Manville, look on.



don'ts in cold process roofing listed by Mr. Dittmer: Do (he said) cut felts not over 18' and allow it to lay flat for four hours; Don't embed felts too soon; Don't thin adhesives — they are the results of a balanced formula; Do nail 1½" per foot; Don't use insulation when weather doesn't permit; Don't use saturated felts.

Speaking on "Recommended Practices" for the industry, Mr. Timpe maintained, "The industry's reputation for technical knowledge should be passed on to the workingman; labor is only too willing to cooperate to the fullest when they understand the problem." He declared that an educational program is of the utmost importance to maintain quality work and keep to manufacturer's specifications.

Helpful hot roofing hints he passed along included the statements: the roofer should only mop hot bitumen over no more than two squares of roofing for best adhesive qualities; the workman should protect the underlying waterproofing membrane if there is to be a delay in covering with felts. On the latter point he said, "Vapor barrier efficiency is destroyed from pinholes or excessive wear, so protect the membrane."

Mr. Lyons spoke of the recent disastrous GM fire at Livonia and said that poor housekeeping, ventilation and engineering were the major causes. "If they had ventilators with fusible links of 400 or 500 degrees," he said, "It would have prevented the building up of an 1800 degree temperature under the roof."

"The fire is not going to change the SOP of Built-up Roofing," he continued, "but we might try to find

a material more fire-proof than asphalt and a better vapor seal than one impregnated with asphalt."

The value of mechanized operations, leaning heavily on power scrapers, pitch and asphalt pumps, and powers hoists were emphasized by Mr. Dantz as he revealed that although labor costs were very high, some roofers were content to make manual laborers out of skilled workers. He discussed several of the job-tested mechanical aids and showed where they have saved time and labor on actual job sites. He compared modern equipment to equipment used ten years ago and marked the vast improvement since then.

Charles N. Griffiths, Binghamton
(Continued on Page 24)



The entire roof of the large college building shown here, has been applied with the new shadow-line aluminum shingles, probably in a wood embossed design.

Aluminum shingles now have shadow lines and wood design

ALUMINUM shingles are now being produced in individual shingles with deep shadow lines and wood grain embossed or stipple embossed designs, for application to residential housing, particularly on the steep or slope roof type of construction. These types of shingles have only recently been marketed by Reynolds Metals Company and the specifications for applying them were only released a few months ago.

The new aluminum shingle in full size units provides a nominal coverage of 8" x 14½". The half shingle coverage is 8" x 7¼". The accessories available include an eave starter, gable starter, formed valley, ridge cap, and wall flashing, side wall flashing and aluminum nails.

The most important advantage which an applicator can offer to a building owner in selling an aluminum shingle roof is freedom from normal maintenance. With proper application and normal usage these shingles should last the life of the building to which applied according to the manufacturers.

The shingles are sold by Reynolds under a standard protective clause which indicates that they are warranted to be sound and of good workmanship.

Many homes already have applications of aluminum shingles, and manufacturers state that it is equally satisfactory for re-roofing or for application to new structures. Cost of the product limits it to middle class and high value homes. There is a large market here, and also in institutional type structures. From the maintenance and heat reflectivity standpoint the product offers unique advantages. The material is

fire resistant and offers excellent protection from flying brands.

One of the traditional problems encountered with aluminum shingles of conventional design has been the possibility of denting during application. The manufacturers appear to have solved this problem in this particular case with a design which allows most of the individual shingle area to lie in direct contact with the roof deck. This enables the shingle applicator to walk over the shingles during application without major danger of denting

(Continued on Page 36)



Right: This recently modernized and improved home has been roofed at two levels with the new shadow-line aluminum shingles.

Photos & Data Courtesy Reynolds Metals Company

Sideline: hardware; it spells success for young roofer



The theme of "success" is carried all through Bill Reid's promotion of his company, as shown in the newspaper ad, above right, and his store front, where he is standing. Note the emphasis on hardware.

BILL REID, 29-year-old owner of Success Roofing Co., Memphis, Tenn., learned about roofs from the ground up—both literally and figuratively. From terra firma he climbed ladders to apply tar and gravel on roofs for his father William L. Reid, Sr., who began Success Roofing Co. a decade ago. Before Bill was grounded with the asphalt, squares and buckets he was off in the "wild blue yonder" as a crewman with a bomber in World War II. Sort of out-of-the air, and into the air for this young veteran.

"And now that my father has retired, and my sister, Mrs. Katie Monroe, is running the office, and I spend most of my time talking, it could be said that I'm now 'in-the-trade-winds,'" pointed out the smiling young business executive.

Truly, William L. Reid, Jr., was an apt apprentice, for after working with his father's roofers for a year, his father put him out selling and estimating, and then in 1951, turned the business over to him. It was at this time that Mr. Reid, Sr. had his daughter take charge of the office, and the detail work of the hardware store operated in connection with the roofing concern. Bill, Jr. feels that his father's

By D. SPALDING

teaching methods were without fault, and when William L. Reid, III, now six, is old enough he intends to have him become a roofer's helper.

"The only way to learn roofing is on the job. Not only is it the only way to learn the know-how; but the only way to know how to bid and estimate on jobs," added the owner of Success Roofing Co.



Bill's sister, Mrs. Katie Monroe, active with him in the business, runs his office for him.

This mid-south roofing firm was literally "hailed" into business. Although the spring hail storm of '44 was most disastrous for early gardens in this southern area, as well as windows, and roofs (pellets of plum, apple, and grapefruit size came down with force) it pitched Success Roofing Co. into a successful beginning. To be sure, its founder, William L. Reid, Sr., was a roofing man of experience and character, so the new customers sent by nature's tricks became permanent ones, and far-reaching advertisements for the firm.

Now, in addition to residential and

commercial roofs in Memphis on the Mississippi River, the company invites business from a 200 mile radius of the city. Success has successfully applied bonded roofs on churches, factories, shopping centers, and schools in Tennessee, Mississippi, and Arkansas. Within the past five years the firm has made a specialty of built-up roofs, which are enjoying an ever increasing demand in this section. The company is soon to begin on a 520 square job for William Carter Manufacturing Co., Senatobia, Miss.

Conditions of Nature Help

Just as his father was able to turn '44's hailstorm to his advantage; so is the son turning the drought of '53 to the success of Success Roofing Co. Like most of the middle of the U. S., the states of Tennessee, Mississippi and Arkansas, suffered one of the driest and hottest summers on record. In Memphis territory there were practically no fall rains until late November, and this after a rainless summer. However, once these rains came, the business for Success came showering with them.

"The extremely hot, dry weather caused considerable drying out and cracking of roofs—it was too bad most people could not be convinced their roofs were bad until the fall bad weather came—and even yet most of this damage hasn't been discovered by property owners," continued Mr. Reid. "If there was just a way to convince property owners their roofs are in bad shape when the weather is good, so we can work on them . . . but there



(Continued on Page 26)



Announcing

two more best selling
Chroma-Tex colors!



Holiday Blue

... AND SEAFOAM GREEN

DESIGNED TO SELL ON SIGHT. Gold Bond leads again with two new Asbestos Shingle colors...beautiful Holiday Blue and Seafoam Green! Selected by color experts to meet today's style tastes, these colors will sell on sight. Now you can offer prospects *seven* smart colors...plus white. Satisfies every customer taste.

SEALED IN WITH SURFASEAL. Chroma-Tex colors are protected against rain, dirt and grime by exclusive Surfaseal. Homes stay new looking for years.

SALES COME EASIER with hard-hitting Gold Bond sales aids. Handy sales kits, direct mail cards and many other free merchandising tools will mean easier sales—



more profits for you. Big, colorful national advertising in leading magazines help pre-sell your customers on the Gold Bond name.

The Good Housekeeping Guaranty Seal is your prospect's assurance of dependability and quality...gives you added prestige.

Put all these selling features to work for you. Hop on the big Gold Bond Color Wagon today. Write National Gypsum Company, Dept. AR-54, Buffalo 2, New York, for free product samples and ideas that will produce sales for you.



Wood Grain
Siding
Shingles



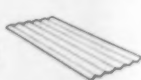
Chroma-Tex
Siding
Shingles



Dutch Lap
Roofing
Shingles



Hexagonal
Roofing
Shingles



Corrugated
Sheets



Plisboard
and
Permaboard

Gold Bond®
the line that's
easiest to sell

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

Carefully applied siding is its own salesman for more jobs

IN RECENT months we have readreams of comment and yards of statistics pointing to a big boom in the remodeling and home modernization market. It's already "coasting" along at a clip estimated, according to the expert you prefer, at somewhere between 7 and 12 billion dollars a year.

A big push for an increase in modernization activity was provided in President Eisenhower's message to Congress in which he advocated raising the loan limits on F.H.A. Title I contracts from \$2500 to \$3000, extending the repayment time for home improvement loans from three to five years, and allowing mortgage insurance on 95 per cent of the appraised value of older homes.

We're assuming the President's program will be approved eventually. But even if it isn't, there's another powerful force behind the remodeling boom. Manpower hasn't been available since the beginning of World War II to take care of the modernization work that

By R. G. BREEDEN, JR.
Secretary-Manager,
Insulating Siding Association

should have been done. First it was the shortage of materials and manpower brought on by the war. After the war, it was again shortages of materials coupled with the fact that most of the manpower was occupied with constructing new homes.

Much Work Deferred

As a result, much of the work on modernization has been deferred, deferred to the point that it must be done soon or thousands of homes will pass into the limbo of sub-standard housing.

We're concerned primarily with seeing that the roofing and siding industry gets its full share of the remodeling market. Certainly, roofs and sidewalls should get attention almost before any other part of the house.

Our industry's share of the remodeling market should be at least 20 per cent of the total, and if that total is ten billion dollars or more, figuring conservatively, we're shooting at some two billion dollars worth of business for this year, and probably more in years to come.

Siding application is part of the sales effort. A satisfied customer, one that will even brag a little to the neighbors about the siding job you do, is one of the best salesman you can have. So it's important to do a satisfactory job, taking care of details which may seem trifling to you, the expert, but which loom very large in the mind of the home owner.

Study Condition of Building

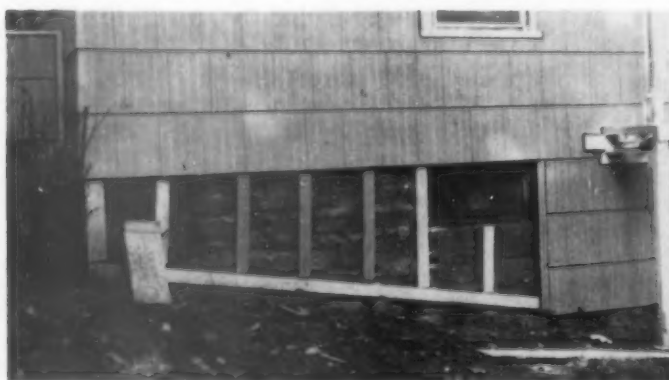
In pricing a siding job to your customer, you should study the condition of the building and determine how much repair work should be done before the actual application of siding

↓ **DON'T**



DO ↓

Left: The window frame should have been straightened before the new siding was applied. Below: Furring strips are used successfully to cover an unsightly foundation and to hide the fact that the foundation line is not straight.





Above: Peeling paint sometimes indicate there's moisture condensing in the walls. Furring strips may be advisable to provide vent for moisture to escape. Right: Terrain and shrubbery sometimes obscure the fact that the foundation line on an old home is not straight.



↑ TAKE NECESSARY STEPS

starts. There's no percentage in making a quick profit by applying siding over a house that isn't structurally sound. You'll get the quick profit, but you'll also get an unhappy customer and the reputation of your business will suffer far out of proportion to any profit you may have gained. Let's consider what should be done.

Preparation

All foundation timbers, studs and plates should be made sound and re-nailed if necessary before application of siding begins. Old siding or sheathing which is loose, warped or rotted should be replaced or renailed. You know from experience that minor broken or decayed spots, as long as they are dry, need not be repaired, if there is a firm nailing base.

For best appearance wood trim and other exposed wood surfaces should be painted before or shortly after the siding is applied. Make certain the ends of the ladder that go against the building are wrapped when painting after insulating siding has been applied.

When To Apply Furring

Over brick, stone and masonry walls, furring strips must be applied before the siding is installed. The strips usually are installed vertically, on eight-inch centers, with additional strips being used where they are needed to back up joints. Cut nails

are used to hold the furring strips to the concrete, stone or brick surface.

Ordinarily, furring strips are not needed over wood siding except where horizontal joints fall in the valley of beveled siding. However, condensation has become an increasingly bothersome problem. You should analyze living conditions in the home with the possible thought of using furring strips, even on a frame house. By using furring strips, you provide a vent through which excess moisture can escape. If the family is large — with lots of shower bathing, cooking, laundry work — and the home has storm windows, you can be on the alert for signs of condensation. Moisture on the windows in winter time is the obvious clue, of course. Peeling paints another one.

On Frame Houses

Rather than use furring strips on a frame house, it is more desirable to install a vapor barrier on the warm side of the wall, but this is seldom practical in an existing building. So furring strips are usually the practical answer if condensation is a problem.

If the building has lots of that fancy "gingerbread" trim that people doted on in the gay nineties and early 1900s, you can be sure that most of it will have to come off. Otherwise, the job won't be one you'll be proud of. The trim will look out of place next to the modern design of the siding. And

there's always the danger that moisture will leak through the trim and get behind the siding where it can cause serious damage.

Inspect Building Carefully!

After you've checked these preliminary features of the job, you can turn to some of the more "serious" problems you may encounter — and that's not a joke. A building that is out of plumb can bring you a lot of installation headaches unless you make proper allowances before the job starts. So it's a good idea to at least take a walk around the entire building. You can usually tell with a visual inspection where the foundation line isn't quite straight, where window and door frames are out of true with the rest of the building. But if you have any doubts, you'd better spend a few minutes working with a line, level and ruler to find out for sure what the problems are. You may even decide to run a chalk line completely around the building a few inches above the foundation line to see where the building sags. Then when application starts, it starts with the first course of siding low enough to cover the sagging. But it's best to know ahead of time.

Use A Level

Window frames, door openings, trim and other wood material to be left

(Continued on Page 29)

LISTEN, yes, but also STOP, ask key questions, and LOOK

MY Sales Manager Mike McGurk had spoken to me. But I just sat in front of him with my mouth firmly shut.

He looked at me quizzically for a moment and then burst out with "What's the matter, super-salesman, cat got your tongue?"

I decided to answer him. "Not at all, master. I'm only out to show you that I can be a good listener."

"So . . . ?"

"So people say that a roofing sales-

By **BILL SHEPPARD**

man should be a good listener. So I'm a good listener. So what happens? Too darn often — nothing. I hear all about problems and troubles when what I want to hear is 'start-the-work.'

Mike placed both his elbows on his desk, bowed his head and with both hands gave a quick jerk on his closely cropped red hair.

"Look, silver tongue," he said to me, "I know you're out to get seven

hundred and fifty dollars worth of sales advice for nothing but I'm going to give it to you anyway. Good listener!" He snorted. "Sure, being a good listener is a fine thing for an ambitious roofing salesman to be. But what counts isn't how wide open his ears are. The important thing is what he listens to."

Mike got up from his desk and began to pace up and down the room. I settled myself a little more comfortably in my chair because I knew I had him going.

Ask More Questions

"Son, my message for today is this: *roofing salesmen don't ask enough questions!* It's by asking questions and then listening that your ears can make money for you."

"If you don't run your demonstration with the homeowners," Mike went on, "Why they'll be sure to get into all kinds of discussion that doesn't have anything to do with the reason you're there. They'll talk about bad-times, can't-buy-now, roof-will-hold-out-another-year—when you want the talk to be positive, not negative."

Mike flipped his lucky silver dollar in the air and caught it. "Now you're right in feeling that the demonstration shouldn't be run by you doing all the talking. Mr. & Mrs. Prospect should be given a chance to talk, all right. What they should talk about are the answers to 'guiding questions' you put to them. The secret of getting the sale is often locked up in the prospects' minds. The key to the lock — or locks — is smart questioning by the salesman. Too many salesmen never find the key because they are babbling on about their products without stopping. You won't find the key either unless you hunt for it with questions that will clear a path to it."

He came over and sat on the corner

(Continued on Page 34)

Covering The World . . .

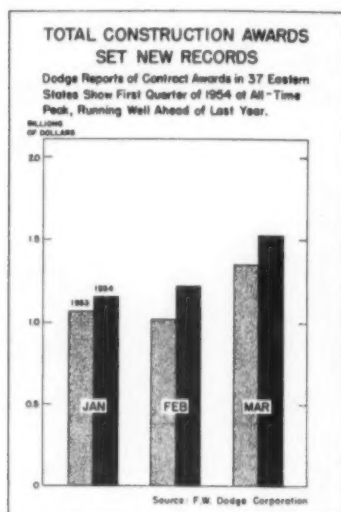


CHINESE HOUSE. BY CURVING THE EDGE OF THE ROOF UPWARD A LITTLE THEY COULD COLLECT RAIN AND DIRECT IT TO FILL CISTERNS.

NEWS of the Month

March Contract Awards Smash All Records

Reports of contract awards in March for future construction in the months ahead smashed all records, F. W. Dodge Corporation announced recently in stating the final details of the figures previously announced in a general way by the White House and by George Cline Smith, company economist. The reports cover the 37 states east of the Rockies.



March contract awards reported were the highest for March in Dodge's 63-year history; March rounded out the highest first quarter in the company's history; new highs were set for March and for the first quarter in each basic category: non-residential, residential, and public works and utilities.

Also, March was the seventh month out of the past 12 to set new high records for the respective months.

"It became clear to economists last Fall that the strength of Dodge Reports totals during that period foreshadowed a great height of construction activity during the first quarter of 1954 as reported April 6 by the Department of Commerce," said Thomas S. Holden, the firm's vice chairman.

Asphalt Roofers Bureau Elects Faulkner Chairman

Earl C. Faulkner, executive vice-president of the Lehon Company, Chicago, was elected chairman of the board of governors of the Asphalt Roofing Industry Bureau at its annual meeting held in the Blackstone Hotel, Chicago. He succeeds L. W. Clarke, vice-

president of the Philip Carey Manufacturing Company, Cincinnati.

W. R. Wilkinson, vice-president of the Johns-Manville Corporation, New York, was re-elected vice-chairman of the board of governors, and E. L. Chamberlain, vice-president of Bird & Son, Inc., East Walpole, Mass., was re-elected treasurer.

Ruberoid Appoints Muir To Head Public Relations

The Ruberoid Co., has appointed Ross L. Muir to be the corporation's public relations director. Formerly, the company retained an outside agency.

Before joining Ruberoid, Muir was senior associate editor of Forbes Magazine of Business. A veteran of World War II, he was educated at Colby College and Columbia University. He is now headquartered at Ruberoid's executive offices in New York.

Halperin Named V-P Aeroil Products Co., Inc.



JOSEPH HALPERIN

Mr. Joseph Halperin has been named Vice President of Aeroil Products Company, Inc. He continues in his present position as General Manager as well.

Kaiser Aluminum Appoints Building Products Assistant

Homer D. Sullivan has been appointed assistant manager of building products for Kaiser Aluminum and Chemical Sales, Inc.



HOMER D. SULLIVAN

Headquartered in the Kaiser Aluminum General Sales office in the Palmolive Building, Chicago, Sullivan will assist in the supervision of the building products department and the sale of building materials. Sullivan joined the Kaiser Aluminum organization as a building products salesman in the Chicago area in 1947.

Rector Mineral Moves Office

Rector Mineral Trading Corp. has moved its offices to 551 Fifth Avenue, New York 17, N. Y. The Import-Export firm was formerly located at 16 East 43rd Street in the same city. The announcement was made public by the firm's president, Hugo H. Stern.

Celotex Holds Sales Clinics For Wholesale Distributors

A series of Sales Clinics for the salesmen of wholesale distributors of Celotex Building Products is being conducted by that firm's executives in key cities throughout the country.

While better salesmanship is the central theme of these programs, the subjects of territory management, sales objectives, schedule planning, advertising, merchandising and customer relations, are covered.

All company products, including new additions to the firm's line, are on display during the meetings. The Clinic programs cover 2 entire days and each salesman, at the conclusion of the program, receives a certificate attesting his attendance.

The Clinic staff consists of the following Celotex executives: E. C. Rautenberg, E. E. (Continued on Page 38)



Look what we got since our Daddy

NEW *Carey* COLORED

With exclusive new deep-tone colors and glazed ceramic surface that's washable!

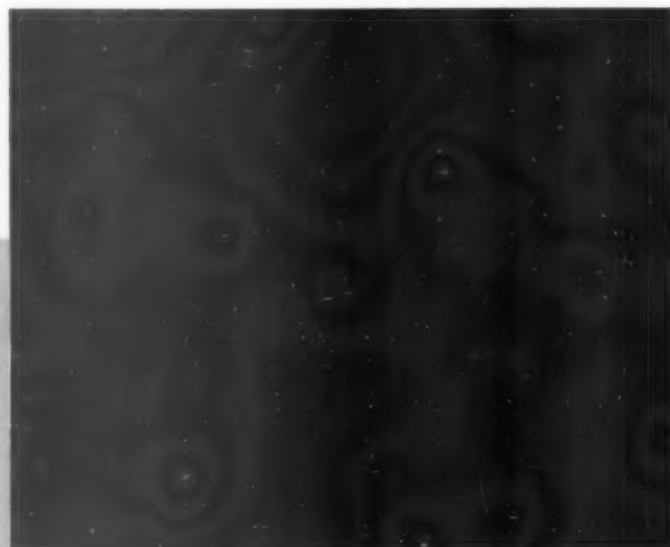
Ceramo in colors is *completely different* . . . the only glazed asbestos siding with deep, rich, modern colors that are *unfading!* Colors that have depth and character unlike *any* you've ever seen before!

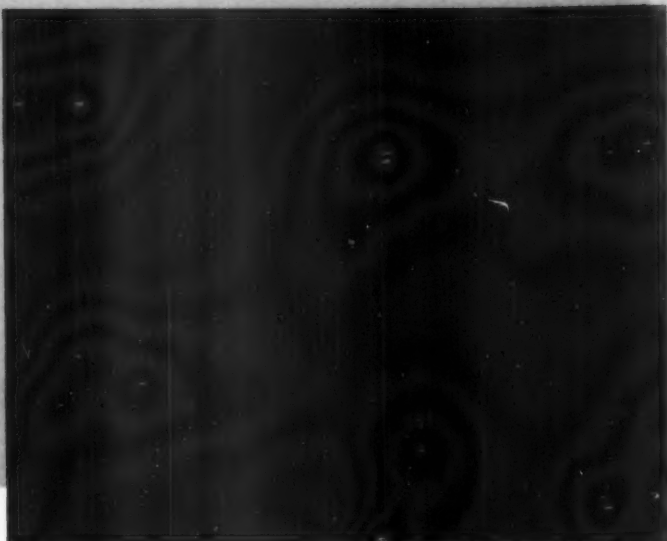
"Your siding sales
will really
jump
when you show these rich,
deep 'n mellow

CAREY CERAMO COLORS!"

- CERAMO CONGO BROWN
- CERAMO GRANITE GRAY
- CERAMO SHERWOOD GREEN

. . . And don't forget! Famous
Ceramo White—whiter than fine
white paint by actual laboratory
tests!





began sellin' CERAMO

ASBESTOS SIDING

"Your prospects will fall in love with Ceramo"

Carey White Ceramo siding has long been the World's standard for quality, durability and beauty in white sidewall materials. And new colored Ceramo offers the same proven advantages that made white Ceramo famous: Resistance to fire, insects, weather, dirt and grime, stains . . . A glazed ceramic surface that's 100% washable. *Plus* unfading, lasting colors that are baked-on as an integral part of the ceramic surface. No wonder folks can't resist Ceramo for their homes!

Fast, easy application assures high profits

You can quote a Ceramo job with full assurance that Ceramo's ease and speed of application will provide real job economies, full profits. And your customers will like Ceramo's beauty, freedom from maintenance and painting expense. So don't call on another siding prospect until you call for complete information on new Colored Ceramo! The coupon will bring you literature and samples. Mail it right away!

Let Daddy tell you a few
reasons why sellin' Ceramo
is a Breeze!"



- **Ceramo is Fireproof!** Won't burn, char or melt in the hottest blaze. (Wood siding has virtually no fire-resistance; even aluminum melts at only 1200°F.)
- **Ceramo is Washable!** Should dirt, grime or ordinary stains soil Ceramo's lustrous surface, a cleaning with household detergent and water will renew its fresh sparkle.
- **Ceramo is Color-rich!** Ceramo colors have character and depth. They're not wishy-washy and weak. And they're unfading, thanks to Ceramo's exclusive glazed-ceramic finish.
- **Ceramo Never Needs Paint!** Ceramo actually pays for itself through savings in upkeep and maintenance. Make this fact known to your prospects and sales resistance melts away fast.
- **Ceramo Won't Warp, Shrink or Curl!** Made of asbestos and Portland cement, takes broiling sun and soaking rains in stride. Actually gets harder and stronger as the years roll by.

**"Cut out this coupon 'n mail today!
YOU'LL BE IN CLOVER WITH NEW COLORED CERAMO"**



Ceramo in Color

Department ARS-5

THE PHILIP CAREY MFG. COMPANY, LOCKLAND
Cincinnati 15, Ohio

- ☐ Rush me all the facts about new
Carey Colored Ceramo!
- ☐ Have your Representative call!

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

The Philip Carey Mfg. Company
LOCKLAND,
CINCINNATI 15, OHIO

In Canada: The Philip Carey Co.,
Ltd., Montreal 3, P.Q.

SERVING HOME, FARM AND INDUSTRY SINCE 1873

Carey

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Wood-Grained Siding

A new exterior siding material has been introduced by the Badgley Corporation. Known as Aluma-Shake, this product, which is manufactured in 48-inch one piece panels, has an aluminum face which is stamped to achieve the appearance of a wood-grained shingle and then covered with a range of baked-on popular colors.

Its application to new homes, modernizing old homes, farms and industrial buildings are particularly noteworthy in that the installation time required is one-third that of other siding products.



Technically, the material is non-breakable, weather and water proof, fire retardant, rust proof, and rot and vermin proof. The insulating qualities are exceptionally high in that the material is produced with a 5/16-inch insulite backing board. In addition, since no separate undercourse is required, it is relatively simple to install.

Some of the other features of the material are the straight-line interlocking top which eliminates all plumb lines except at the very first course, thus no face nails show, and it provides a 5/8" deep shadow-line at butt end for extra architectural beauty.

Packaged Metal Louver

Now accepted by the Southwest home building construction field . . . and spreading in builder-contractor use throughout the United States . . . is a new feather-weight packaged metal louver. Developed by the Louv-r-Pak Company, these attic ventilators come in 20 sizes, with screened-attached, and are easily installed in five minutes or less.

These attic ventilators are designed to provide builders with maximum ventilation and weather protection in one assembled unit. Other features include easier handling and on-the-job site storing, smooth mounting flashings, easier and quicker installation, greater rigidity and overall strength.

Automatic Temperature Control

An entirely new patented temperature control for oil fired roofers' kettles has been developed by Hauck Manufacturing Company.

The Control operates kettle at full heating speed until the material reaches the temperature for which the dial is set. The Control Mechanism then automatically lowers the flame to a small idling heat. The kettle continues on low heat, until temperature of material drops approximately 20 Deg. F. lower than temperature for which dial is set. At this point full heating speed is automatically resumed. Requires no attention from kettle operator; regulation is automatically performed by the control mechanism.



When large output is required, the Control automatically provides it. When small amounts of material are required or when material is not withdrawn for long intervals, the Control reduces heat input to keep material from over-riding maximum temperature. Regulation is entirely automatic without attention of kettleman.

The complete Automatic Temperature Control consists of a Control Mechanism with numbered Temperature Control Knob, a Thermostatic Temperature Sensing Element, a Heat Resisting Insert and a Vent Riser.

Typical of the type of operation possible with the new patented temperature control is its use with the Hauck 115-gallon capacity oil fired "speed master" melting kettle.

A complete description of the new temperature control is contained in Hauck Bulletin No. 1083.

If further information is desired about articles appearing in the pages of AMERICAN ROOFER & Siding Contractor send a card or a letter to the editorial department, attention, Mr. Fred Feder, 425 4th Ave., N. Y. 16, N. Y.

Glass Fibre Mat

One of the newer developments in roof maintenance techniques is the application of flexible glass fiber mat, "sandwiched" between three layers of asphalt emulsion, according to The Tremco Manufacturing Co.

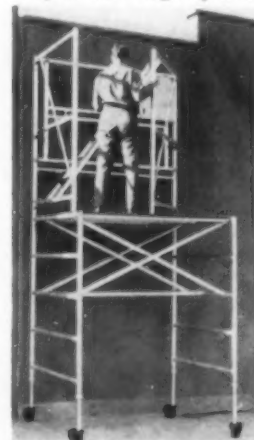
The application is known as the Roofclad Roof Protection System, says the manufacturer, and is particularly recommended for sealing and preserving "alligatored" or checked coatings. The inorganic glass fiber mat cannot rot, according to the manufacturers, and offers the advantages of flexibility in every direction and exceptional tensile strength.

Because the emulsion can be either brushed or sprayed, and the glass fiber mat lays out smoothly and easily, the system saves time and labor cost, say the manufacturers.

Extra-Wide Ladder Scaffold

A new extra-wide Aluminum Ladder Scaffold for maintenance, re-lamping and similar operations has been developed by The Patent Scaffolding Co., Inc.

Quickly assembled from easy-to-handle aluminum alloy components, the new ladder scaffold gives added stability because of its 4'6" width. In addition, it serves as a base for "Fold-A-Way" Scaffolds, clearing obstructions up to 4'10" high by 5' wide.



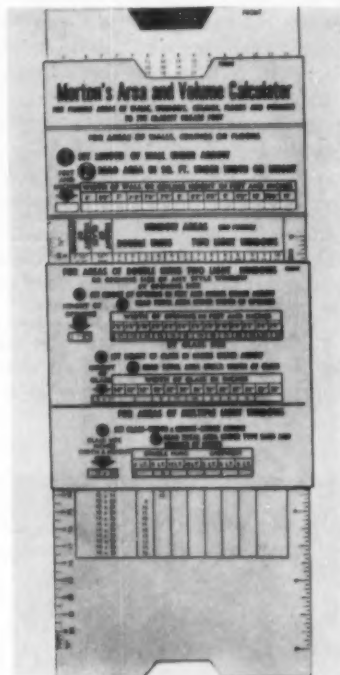
Clearance is achieved by moving Extra-Wide Scaffold braces to the upper three rungs, as shown in the photograph, and erecting a 4'6" wide by 6' long "Fold-A-Way" intermediate section atop this assembly. The same 5'10" x 5' clearances are obtained by using the product as a base for the company's Aluminum Sectional Scaffolds after standard minor modifications have been made.

Ladder frames for the basic unit of the

scaffold are 6' high. Intermediate and extension sections are 5'4" and 4' high respectively. Braces provide spans of 6', 8' or 10', with clearances up to 5'10" by 9' wide.

Pocket Calculator

Operating like a slide rule, but reading like a table, the new "Morton's Area & Volume" pocket style calculator gives areas or volumes to the nearest square foot. As a result, the user can obtain quickly the areas of walls, ceilings, floors and windows. In addition, the device reduces the time required in determining the cubic footage (volume) of a room, it is claimed.



By setting one dimension in the window and referring to the figure under the other known dimension, the user of the calculator reads directly the area figure. An external runner is used in finding volumes. The floor area is set under an arrow on the back of the calculator, and then the user reads directly on the same line the volume in cubic feet under a choice of ceiling heights.

Five different scales appear along the edges. It measures 3 3/4 by 9 inches in size and is composed of vinyl plastic.

Structural Panel

After months of development, testing and production runs, a machine is turning out American Translucent Structural Panel for American Window Glass Company's subsidiary plant by a continuous mechanical process.

The glass fiber, translucent structural material is being produced in uniform thicknesses, color, and strength throughout its entire cross section and with uniform matting thickness. Previously, manufacturers have had difficulty in maintaining standards in these respects.

Widths up to 48" are standard, with sizes

(Continued on Page 37)

THE Amazing NATURAL BRICK VENEER



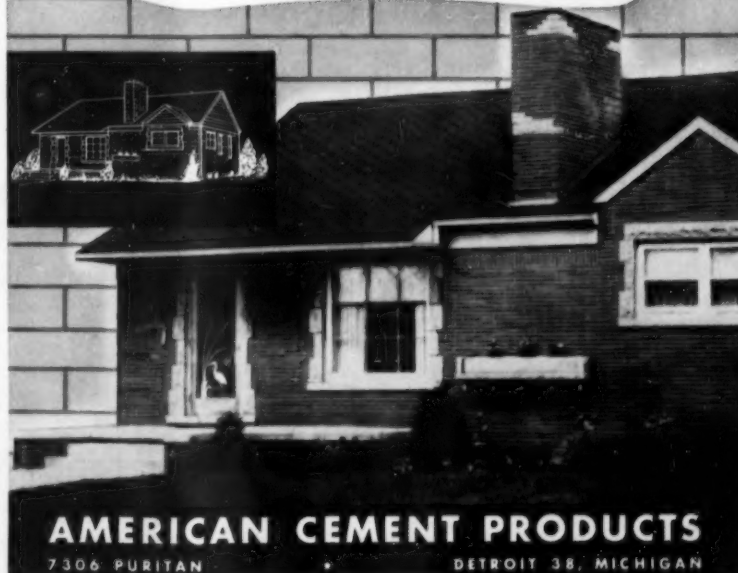
IS GENUINE BRICK IN A BETTER FORM EASIER SALES AT GREATER PROFITS

Quikbrik can be applied to any type of construction in less than half the time of common brick veneering at a fraction of its cost. Profit wise, Quikbrik is by far your best deal and it's easier to sell . . . Nationally, dealers have proven Quikbrik makes more profit with less sales effort, for every home owner is a potential Quikbrik customer.

NO "CUT THROAT" COMPETITION . . . Quikbrik is a prestige product and will lift your organization from the field of stiff competitive bidding . . . If you have never handled a non-competitive product, you'll be amazed at the Quikbrik Profit Potential.

STAFF OF TRAINING EXPERTS to help you establish a profitable, going Quikbrik business . . . We maintain a large crew of men. They know Quikbrik from the wall out and are available to train your workmen to do an efficient job.

The Quikbrik dealership in your Territory may still be available . . . Write direct for information.



AMERICAN CEMENT PRODUCTS

7306 PURITAN

DETROIT 38, MICHIGAN

NERSICA Convention: Business Management

(Continued from Page 12)

Slag Co., Binghamton, N. Y., was the able moderator for all the four sessions and conducted informative question and answer periods between the audience and the panel of experts at the close of each session.

FORUM ON SOUND BUSINESS MANAGEMENT

The forum on Sound Business Management at which Dr. Charles Reitell spoke was heavily attended. In analyzing costs in business procedure, Dr. Reitell urged dealers to make a job ticket for every job they sell. On this ticket should be written all costs directly associated with the job, including materials, direct labor, salesman's share. These direct charges are subtracted from what the dealer get for the job. This said Dr. Reitell is the cue to control a business. Direct charges deal with a specific job. What is left of the sales price pays for the fixed cost of the enterprise.

Dr. Reitell said that what we have today is not just a new look or new life but a new era in management and selling. The need is for good selling

and management because the willingness of people to spend is terrific. In criticizing sales managers he said that they were often merely puffed up successful salesmen, but not managers.



Mr. Reitell emphasizes a point during his straight-from-the-shoulder off-the-cuff address on sound business management at the NERSICA Convention.

All too often, they do not look for new lines and new markets. Seldom do they consider where their company can expand. The good sales manager, Dr. Reitell said, will list all the things

that can be done by his firm to improve a house, and thus increase the volume of the company's business. We are in a period of time, he added, when it is necessary for all dealers to sell more services. The big question is, he asked, "Are you equal to the task of enlarging services?"

Williams Elected President

During the business session of the Association members E. F. Williams was elected President of Nersica for 1954-55. He has long been a director, a committee member and council leader. He is a veteran of 33 years in the roofing and home modernization business and heads his own firm in Syracuse, N. Y.

At the huge luncheon on Tuesday March 23rd plaques were presented to founders and past presidents of Nersica. All in all the 1954 Convention was the biggest and busiest show in the history of the Association.

(A complete separate report on the Office Management Forum and other aspects of the show will appear in the June issue).

Mica-armored LAYKOLD® FIBRECOAT gives longer-lasting roof protection

Fibrecoat is factory-compounded with pure asphalt and mica flakes to form a tough, durable coating that gives unsurpassed protection, as proved by Bureau of Standards Tests. Easily meets Military Specification MIL-R-3472.

at lower costs

The low cost of Fibrecoat in drum or bulk quantities, plus the ease and economy of cold application, provides greater protection at lower cost than any other material now available.

and FIBRECOAT goes on easier

Applied cold with spray or brush, Laykold Fibrecoat gives 50% faster application, by large-job competitive tests. Bonds readily to either dry or damp surfaces.

FIBRECOAT comes in fast colors of BLACK, RED or GREEN

WRITE FOR TECHNICAL BULLETIN

**AMERICAN
Bitumuls & Asphalt
COMPANY**

200 BUSH STREET, SAN FRANCISCO 4, CALIFORNIA

E. Providence 14, R. I. Perth Amboy, N. J. Baltimore 3, Md. Mobile, Ala.
Columbus 15, Ohio Tucson, Ariz. Baton Rouge 2, La. St. Louis 17, Mo.
Inglewood, Calif. Oakland 1, Calif. Portland 7, Ore. Washington 6, D. C. San Juan 23, P. R.

FOR EXPOSED
METAL SURFACES

FOR ROOFS

FOR METAL BUILDINGS

FOR METAL TANKS

50 Years of Quality Stressed In Firm's Newspaper Ads

Pointing up the specific instances in which insulation benefits the home owner, Laube's of Rochester, N. Y., uses newspaper advertising to promote its insulating business. Stressing the fact that it has been in business for nearly 50 years, and is "a name that people have trusted," the roofing firm lists the following benefits of insulation in the home: Fuel savings to 40%, year round comfort, cooler in summer and warmer in winter, eliminates drafts.

You'll be **FOREVER THANKFUL** *With* **GOOD HOME INSULATION**

- FUEL SAVINGS TO 40%
- YEAR ROUND COMFORT
- COOLER IN SUMMER
- WARMER IN WINTER
- ELIMINATES DRAFTS

Yes, there's nothing like a good insulation job. To be assured in this important matter buy from Laube's — a name people have trusted nearly 50 years.

Pay Little As **\$5** Per Mo.

NO MONEY DOWN

LAUBE'S

480 SOUTH AVE.

Near Alexander

HA. 9396

The well-spaced ad, with copy that takes advantage of the space available to make the main points about this company's operations indicates that Laube's is a quality operation with a tradition of good workmanship behind it.

The company emphasizes the quality of its work by the repeated use of the term—a good insulating job. The firm also offers a low, time payment plan with no down payment necessary.

Next Month:
June Sales! How To
Take Advantage Of
This Merry Month of
June, AR & SC

PRESSTITE



Prompt Deliveries... Priced Right... Order Now!

CHECK YOUR STOCKS NOW!

With the building season in full swing, construction can't wait on poor deliveries. Presstite is ready to ship the finest quality asphalt-saturated waterproofing fabrics on a moment's notice, at prices you'll really like.

- Heavy woven cotton fibre cloth
- Thoroughly saturated with high quality asphalt
- Open mesh after saturation allows plying cement to seep through
- Give and stretch to meet conditions of settlement, shrinkage and vibration
- Extra strong, high bursting strength
- Maintains maximum resistance to moisture and mechanical or organic deterioration
- Easy-to-handle rolls, widths from 2 to 36 inches
- Unrolls easily without sticking or tearing
- Complies with Federal and A.S.T.M. Specifications

WATERPROOF REINFORCE REPAIR

- Built-Up Roofs
- Flashings, Walls, Skylights, Gutters
- Underpasses and Tunnels
- Viaducts and Bridges
- Floors and Foundations
- Membrane Waterproofing

Order today!



**PRESSTITE
ENGINEERING
COMPANY**

Prices and samples on request.

Presstite Engineering Co.
3778 Chouteau Ave., St. Louis 10, Mo.

Please send me ☐ prices ☐ samples of Presstite
Asphalt-Saturated Waterproofing Fabrics.

Name

Company

Address

City Zone State

ALWAYS SAFE and Easy-to-Use

"TROUBLE SAVER" SCAFFOLDING ACCESSORIES

LADDER JACKS



● RAIL-TYPE JACK (left) is extra safe. Side rails of ladder are used for support.



● ONE MAN JACK (right) is sturdy, convenient. Adjusts to any pitch on either side of the ladder.

ADJUSTABLE ROOFING BRACKET



Simple, durable—for all kinds of jobs and any type roofing. Provides a safe staging at any pitch. Proved in use for many years.

"TROUBLE SAVER" SHINGLERS



Can be removed without raising the shingle. Made in two sizes: "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by two nails.

LADDER HOOKS

Once you use it, you'll never be without it. Pivot allows ladder to be placed along the valley with complete safety and convenience. Plate protects roof. Weighs only 6 pounds.

● WRITE for complete information on all "Trouble Saver" Scaffolding accessories.



THE STEEL SCAFFOLDING COMPANY, Inc.

Manufacturers of "Trouble Savers" Since 1912

856 Humboldt Street

Dept. AR

Brooklyn 22, New York

Telephone: EVergreen 3-5510

MONARCH CUTTER

GIVES YOU THE EDGE WITH
• EASE OF OPERATION
DEPENDABILITY LONG LIFE



THE MONARCH CUTTER SAVES YOU MONEY ON LABOR COSTS

Cutting, punching and trimming asbestos siding and shingles is so simple with the Monarch that it can be operated by anyone, quickly, easily and accurately.

Monarch Cutter has these features: Notcher, Front Nail Hole Punch, Gauged Punch on handle, Non-breakable Malleable Casting and Precision Blade.

Write for folder and name of nearest distributor.



TEXAS FOUNDRIES, INC.
LUFKIN, TEXAS

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EVERYWHERE BENEFIT

from reading **AMERICAN ROOFER & SIDING CONTRACTOR**! You can, too, for the small subscription price of \$3.00 per year. **AMERICAN ROOFER** has all the news of the trade, new methods of application, new ideas of selling, and other subjects the roofing contractor should be familiar with. Use the coupon today!

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425 Fourth Avenue, New York 16, N. Y.

Please enter my subscription to **AMERICAN ROOFER & Siding Contractor**, at \$3.00 for one year. Bill me for this amount:

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Position

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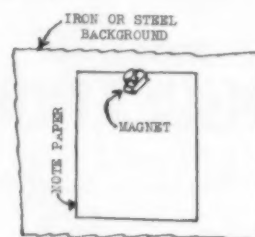
Address

City..... State.....

Kinks and Short Cuts

Magnet Aids Roofers Taking Notes

Roofers will be interested in this handy trick which was shown to the writer by his son a short time ago. The son was reading from a piece of newspaper that was fastened to the telephone base by means of a magnet—an ordinary needle-finding magnet as indicated in the sketch. With his writing hand he was writing some notes and the other hand held the telephone receiver. The magnet served a useful purpose.



It is an excellent kink for every roofer and roofing contractor to know. For example we frequently want to make notes around the automobile, or around machinery. A magnet will hold the paper in position, even in a high wind, on the hood or body of the car, or on the frame of the machine. All of this is accomplished without glue, clips, hooks, nails, or other fasteners that are time-consuming and that sometimes ruin the note paper or other paper that we don't want marred in any way.

W. F. Schaphorst

Hardware Spells Success

(Continued from Page 14)

will always be work for the good roofing concern . . . people are always going to need food, medical care, and to keep dry," is his sound reasoning.

He figured another need, and especially a need which tied in with new roofs, was for hardware, so in connection with the roofing business, there is a hardware store . . . small, but with a rather large paint department. This because so many homeowners decided to have their homes painted as

it was roofed or roof repaired.

The firm located at 1441 S. Bellevue, which is a main highway leading into Memphis, employs five salesmen, and fifteen roofers. Wils Davis, Jr. is sales manager. He make a specialty of soliciting small town commercial work, and built-up roofs for residences. In addition he has found his spring survey of large manufacturers and warehouses an excellent promotion. Each spring, numbers of purchasing agents or maintenance men receive letters suggesting that Success Roofing Co. be allowed to make a free survey of their roofs. The letter states information as to general condition of the roof, original material used on the roof, and how long the present roof will be expected to last will be given.

It is the policy of Success to employ the highest caliber salesmen; to pay them well, and to expect top quality solicitation from them. It is Mr. Reid's theory that prosperous, intelligent, high class salesmen have contacts of a similar category.

Special Promotion

Another business promotion is to carry weekly advertising in the "Commercial Appeal," a Memphis morning paper, with a tremendous country circulation. In connection with this advertising, Mr. Reid receives three write-ups, illustrated with three pictures, a year. He reports that each of these stories about jobs the roofing company has done, have brought many inquiries. Just now he is using spot announcements on a local radio station. Other advertising includes the giving away of large ash trays to good prospects; the general handing out of screw drivers; and the enclosure of an advertising pamphlet in each monthly statement.

"Our policy of having roofing materials shipped by freight or truck directly from the manufacturer to the job—thereby saving the user considerable money—has been a business policy," adds Mr. Reid.

Success tied in with National Home Week, last September, by roofing "The Pilot House," an unusual home put on display during the week. Along with twelve other firms, Success Roofing Co. had space in a page advertisement inviting the public to visit the home, and telling of its "unusual design, so functional for living." The

for a
**SECURE barrier against
hydrostatic head**
call for

Karnak®

WATERPROOFING PRODUCTS

Here's how the Karnak Membrane System is superior to ordinary methods of waterproofing, especially where there is danger of water seepage.



THE Karnak long-fibre-cotton cloth, which has been saturated with specially prepared asphalt, is layered, on the job, with alternate moppings of a highly refined and very ductile asphalt. The open mesh of the fabric allows the coating to penetrate and interlock the layers. This provides a firm mechanical bond that resists abrasions, cracks, settling and maintains water resistance through



the life of the structure.

Karnak Fabric is non-sticking, unrolls easily to the very end . . . works faster with no waste. It is packed in sturdy corrugated cartons for protected shipping and storage. Available through waterproofing contractors, or distributors or write us for information. *Made by Lewis*

Asphalt Engineering Corp., 30 Church St., New York 7, N. Y.



OTHER KARNAK PRODUCTS

Asphalt Roof Coatings
and Cements
Asphalt Emulsions

Floor Mastic
Asphalt Paint
Aluminum Roof Coating

Wood Block Mastic
Tile Cement
Joint Filler

→ **CONDENSATION** ←

**GETS THE AIR
WHEN YOU INSTALL
MIDGET LOUVERS**

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles—for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

The MIDGET LOUVER Co.
6-8 WALL STREET • NORWALK, CONN.



For Sale Old Established Roofing and Siding Business

**1952 and 1953 Gross Volume
Over \$400,000. Net Profit
Over \$50,000. 1954 looks to
be Better.**

Will sell for fair appraisal or replacement value of stock, equipment and real assets. Will take about \$50,000, must be cash.

This Company has good bank budget financing in 7 States, also F.H.A. It should pay the total investment back in one year.

If you have the cash and would like to live in Denver, write for further information, or come to Denver and see.

Edward J. Dulacki
804 EQUITABLE BLDG.
DENVER, COLO.

UNFADING MOTTLED GREEN and PURPLE ROOFING SLATE



Slate of unfading quality. Natural colors as quarried. Some slate are predominantly purple with green mottlings and some are predominantly green with purple mottlings. A roof of all shades is most beautiful. A percentage of this color blends with and adds interest to a mixture of other colors of Vermont Roofing Slate. Explain this to your builder and architect. They want to know.

Quarried in smooth and rough texture and in 3/16" to 1" thicknesses, lengths 24" to 10", by random widths. Order in any one size and thickness.

Before You Place Your Vermont Slate Order, Check Prices With Us!

Folder, FREE, On Request.
EVERGREEN SLATE COMPANY, INC.
GRANVILLE, N. Y.

Since 1916, quarriers of Vermont
Roofing Slate in all colors.

first day 5,137 persons visited the house.

Special Job

Another job of interest was the Hornlake Consolidated school, Hornlake, Miss., where a 20-year tar and gravel bonded roof was applied over 1 inch Celotex roof insulation. The Ashland Benton Corp., a garment factory at Ashland, Miss., has a 15-year tar and gravel built-up roof of 240 squares. The Whitehaven Shopping (a swank suburban community on the outskirts of Memphis) Center was flat roofed by Success. Long-experienced Success men applied a 10 year, built-up roof on United Warehouse Co., Memphis, in addition to the new Educational Building at Blue Mountain College, Blue Mountain, Miss., and Memphis's Y.W.C.A. dormitory. The recent very modernistic Success Laundry branch in one of the newest sections of Memphis was 1953's most challenging job for the firm. The approximately 2700 squares for a Proctor & Gamble building in Memphis was one of 1953's largest.

Hobbies Help

Reid & Davis, the two under-thirty roofing executives have the same hobby — duck hunting. "Duck hunting is the most perfect sport for the roofer — bad weather is fine for duck hunting, but impossible for roofing work," declare the two. Both belong to duck hunting clubs in nearby Arkansas, one on a lake at Wheatley, Ark., and another at Twist, Ark. One of the blinds is near enough to Memphis that the roofers can go during the week, get the limit on ducks, and be back at Success Roofing Co. by 10 A.M. thereby missing only a few hours from work.

Mr. Reid is most active in the religious and civic life of his community. He is chairman of the building committee for the Whitehaven Country Club; recently headed a committee which collected \$3000 for stop and go lights for Whitehaven (the suburban section where the Reids live); is active in the Kiwanians and the Junior Chamber of Commerce, and a steward in the Methodist church. He is married and the father of a 6-year old son, and a year-old daughter.

The Handy Hoist



turns your
LADDERS
into
HOISTS
easily,
safely,
efficiently.



Designed
for
ONE-MAN
operation



Designed
for easy
storage
in truck
or car.

For Details Write:

Frank P. Frey & Co.
2634 W. Madison Street
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SENSATIONAL RESULTS

OBTAINED BY DEALERS
USING
THE BECK INSURANCE PLAN.

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HELP YOUR SALESMEN'S VOLUME RISE BY
GIVING THE BECK INSURANCE PLAN WITH
EVERY SALE MADE BY YOUR FIRM.

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THE BECK INSURANCE PLAN MAKES YOUR
CUSTOMERS MONTHLY PAYMENTS IN THE
EVENT OF TOTAL DISABILITY FROM SICK-
NESS OR ACCIDENT AND PAYS OFF THE
ENTIRE DEBT IN THE EVENT OF DEATH —
BOTH IN ACCORDANCE WITH THE TERMS OF
YOUR POLICY.

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THE COST TO YOU IS VERY NOMINAL —
1 1/2% FOR ONE YEAR OR 4% FOR THREE
FULL YEARS. LIFE, ACCIDENT AND HEALTH.

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AVAILABLE IN ALL 48 STATES. WRITE TO ME
TODAY.

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THE BECK INSURANCE PLAN IS ALSO AVAIL-
ABLE TO FINANCIAL INSTITUTIONS, WITH
FULL AGENTS COMMISSIONS ALLOWED.

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311 WEST ASHLEY STREET
JACKSONVILLE, FLORIDA
PHONE:—30586 AND 66642

Representing America's Foremost Insurance
Underwriters

Good Siding Sales

(Continued from Page 17)

exposed should be checked with a level. If they are badly out of true, there is only one satisfactory remedy—replacement. Of course that increases the cost of the job. But it's better that the home owner know before you start.

Windows and other openings that are only slightly out of line can be left as they are. But the application crew should be forewarned of the fact and told to level the panels to the same line as the windows instead of to a true level line. Otherwise after the job is finished, an optical illusion will make the siding appear irregular instead of the window.

Faulty Foundation Lines.

The same reasoning applies in connection with the foundation line. The natural roughness of terrain will obscure a faulty foundation line and level courses of siding will appear to be out of line. If the unevenness of the siding can not be disguised as mentioned previously, by dropping the first course below the line, then it's best to follow the same level as the foundation line.

Also keep in mind that some leeway is permitted in starting the first course of siding panels. If preliminary measuring shows that it may be practical to start the application with a certain portion of a panel to avoid unnecessary cutting and waste of siding, then that's the thing to do. For example, you may find that you can make a full panel come out even with the sill line of the first tier of windows provided the siding is up several inches from the ground foundation level.

Care of Siding Material

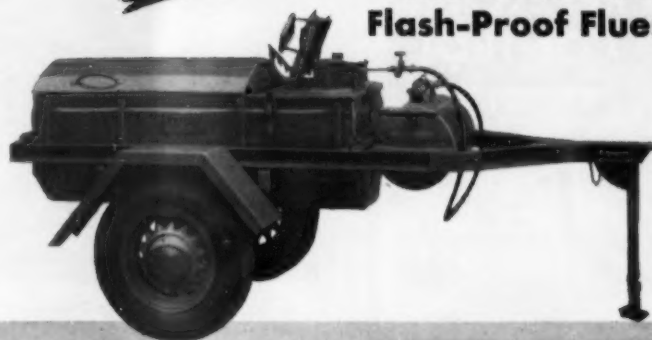
As long as you've been this careful, you shouldn't miss taking proper care of the siding when it's delivered on the job. The bundles should be lifted without using the binding wire or straps as handles. If the siding is to be stored overnight, building a simple platform of planks, stack the bundles no more than five bundles high and cover the stack with a tarpaulin or building felt. Remember the eyes of the home owner and the neighbors are on you at this point. A little care may win some more customers.

All these precautions have been
(Continued on Page 31)

BEST FOR YOUR ROOFING JOBS

HAUCK SPEED-MASTER

The Kettle with
Flash-Proof Flues



EASIEST TO CLEAN • BEST CONSTRUCTION
CHEAPEST TO OPERATE

The Hauck Speed-Master kettle delivers twice the output of conventional kettles, and cuts fuel, labor, melting and cleaning time in half.

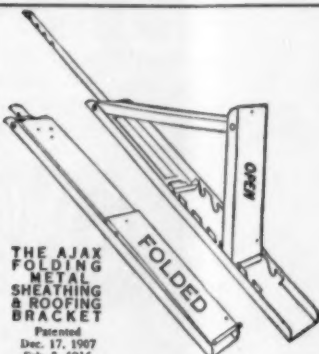
THE SPEED-MASTER FEATURES

- Internal Tube Heating for faster melting and easier cleaning.
- Improved Well Type Kerosene Burner for horizontal firing and close flame control. Available also with L.P. gas burner.
- Flash-Proof Flues — double walled with air space between cuts down 90% of avoidable flashing.
- All Insulated kettle for comfortable operation.
- Quick-Delivery Cock for faster draw-off.
- Other Hauck Features. Arched kettle cover, watertight apron and flue covers. Trailer kettles have full length steel chassis, fully equipped built-in fuel tank and semi-elliptical springs.
- Trailer Kettles on pneumatic tires, solid rubber tires or steel wheels in 55, 80, 115 and 165 gal. capacity. Skid kettles — 40, 55, 80, 115 and 165 gal. capacity.

Write for Catalog.

HAUCK MANUFACTURING CO.

103-113 Tenth Street • Brooklyn 15, N. Y.



AJAX No. 1

AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable



AJAX Building Bracket Co.

1551 Rydal Mount Rd.
Cleveland Heights 8, Ohio

RIDS BUILDINGS OF BIRDS

Nixalite
TRADE MARK REG.
**BIRD REPELLENT
AND CONTROL**



An inconspicuous spring tempered, nickel bearing, stainless steel device which prevents birds from landing or roosting on buildings, or rodents from climbing.

Write for "Know How" giving name of your distributor.

NIXALITE COMPANY of AMERICA
115-119 W. 3rd St., Davenport, Iowa

Built-Up Roofing Job Is Really On Top. On A Mountain Top!



U. S. Air Force Climate Project Laboratory is being constructed on top of Mt. Washington, New Hampshire. The photo above shows workmen applying the built-up roofing to the roof.

Photo & Data Courtesy The Flintkote Company

The top of Mt. Washington, New Hampshire — over 6,000 feet in the sky — is an unusual place to put up a building.

The Henry E. Wile Company of Newton Center, Massachusetts, is

building a Climate Project Laboratory for the U. S. Air Force on the top of this mountain, and they need an office and barracks building to house their construction crew for approximately three years while the laboratory is

The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
SOUTHBIDGE, MASS., U. S. A.



Caulk with
Caulk with

**COLOR
CALBAR**



26 COLORS
of Caulking
Compound to
match every
building
material

Calbar, the first company with real quality caulking compound now brings you a super-elastic quality caulk to match or harmonize with brick, stucco, asbestos, cement siding, shingles, metal or wood. Choose from 26 permanent colors . . . all non-hardening, non-staining and complying with Federal and ACSP specifications.



Your jobber can supply you

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products
2612-26 N. Martha Street, Phila. 25, Pa.



being built. As Mt. Washington, during a good part of the year, is a very windy place, special care had to be taken in the design of the construction crew quarters, even though it is only a temporary building.

The picture of this barracks, now under construction, shows Built-Up Roofing being applied. This type of roofing assures a good, rugged, wind-proof roof—one that will stay put despite the howling winds and driving snows that frequent Mt. Washington.

To make the building more weather tight, it is insulated throughout.

Good Siding Sales

(Continued from Page 29)

taken before a nail is actually driven to apply insulating siding. But they point up the fact that a good siding job is really accomplished before application starts. It is the preliminary appraisal and handling of the job that determines to a large degree whether it is going to be satisfactory to the customer and profitable to you.

Yes, it's a lot of trouble. But it's also smart business and protection for you. Unless you make a point-by-point analysis of the job, you may later encounter higher installation costs than you anticipated. If you short cut the problems and thereby cheapen the job, you risk the danger of an irate customer who can do plenty to damage your business reputation. That's why it's better that you both understand the problems before the job begins.

Nailing It Down

(Continued from Page 7)

legislation, but one can have confidence that the administration has no desire to destroy small business, and that the legislation will be such that it will continue to encourage contractors.

The future of roofing, siding and home repair business is infinite, with or without government assistance. Should such a calamity as the complete withdrawal of government support take place we predict that soundly and solidly established contractors will continue to operate with ever greater success. And they will show, in such unlikely event, how really well they can do business without the crutch of government support. —J.H.F.

NEW! Alemite Versatal

Fan Spray Pole Gun

SPEEDS ROOFING APPLICATIONS UP TO 100%!

SPRAYS any material—faster, more evenly, at less cost!

Wider Spray Pattern (up to 24" long) covers more area—faster! Fan-shaped spray eliminates heavy outside edge of pattern. Permits more uniform coverage, with less material.

Higher Capacity provides better breakup of material. Sprays even heavy fibrous compounds.

Instant Adjustment of fan size. Simply turn cap to adjust spray pattern for light or heavy materials.

Proved in the Field! Thoroughly tested under actual job conditions. Proved more efficient. Ask for Model 7811-1.

Contact Your Nearest Alemite Distributor Today, or write direct to Alemite, Dept. A-54, 1830 Diversey Parkway, Chicago 14, Illinois.



Cut Costs With A . . . BIEBEL "ROOFSTER" Gravel Scratcher



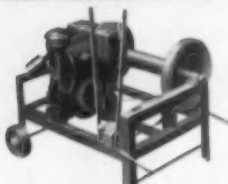
"The Roofers Friend"

Model L
Weight 125 lbs.

The "ROOFSTER" gives you a more Perfect Job; Saves Time, Hard Labor & Cost. It is available in three models, designed to fit your individual need.

Quit Scratching For A Living And Let The BIEBEL "ROOFSTER" DO IT FOR YOU!

JOHN BIEBEL & COMPANY
503 W. MAIN ST. BELLEVILLE, ILL.



**Model
340
Hoist**

Model 340 Portable Roofer's Hoist

Equipped with 5 H. P. Briggs & Stratton or Wisconsin Engine. Capacity 400 lbs. at 300 fpm. One man operated. Weight only 320 lbs. Send for details on other models.

King Hoisting Wheels

ALUMINUM ALLOY — light, strong sheave. Cadmium plated steel frame. Two ball bearings. Double grooved. One year guarantee.
CAST IRON — Gray iron concentric sheave. Welded steel frame. Roller bearing. Drop forged swivel hook.



King Safety Hooks

Pail or bucket cannot come off hook — ball hooked on or unhooked in a jiffy. Cold drawn steel.



KING MANUFACTURING CORP.

3147 S. Chicago Ave., Chicago 22, Ill.

PAT. NO. 2209400



TARZAN

ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

AMERICAN ASSOCIATED COs.
ATLANTA P. O. BOX 4056 GEORGIA

"Sheet Metal In Building Construction" **Color Film Is Produced By Company**



Stated to be the first of its kind, a 46-minute color motion picture on the uses of sheet metal on all kinds of buildings has been produced by Revere Copper & Brass. The scene above shows sheet metal work being completed on the roof of a UN building in New York.

The first film of its kind, a 46-minute color motion picture, entitled "Sheet Metal in Building Construction," has been made under the auspices of the Revere Copper & Brass, Inc., Research and Development Department. It is described as a pictorial version of the company's technical text in this field, "Copper and Common Sense."

The movie opens with a variety of shots of outstanding examples of copper roofs. The installations shown have withstood the tests of time and weather for many years.

The scene is then shifted to the firm's field laboratory in Rome, N. Y., where company engineers and technicians are shown testing various types of installations, both properly and improperly designed, as an aid in determining applications of correct principles of installation to roofs, copings, sidings, gutters and flashing.

This research, some of which is shown in the movie, led to the recognition of the importance of columnar strength and other critical factors involved in the proper design of sheet metal work, the company claims. Columnar rigidity is defined in the film as "the ability of a section to resist deformation caused by the applications of external forces."

Properly designed laboratory installations successfully resist failure, contracting and expanding under induced temperature changes of 150 degree Fahrenheit, in the film. Changes that normally take years are shown in moments.

The film then moves to the laboratories of a famous Eastern institute of technology to show correctly designed copper forms withstanding tensile and compression tests.

Dramatic Animation

Animation is used by the Loucks & Norling Studios, producers of the movie, to effectively dramatize these charts. Sectional drawings of gutter forms are also animated to illustrate the formula for average critical loads.

Building jobs all over the northeast quadrant of the country showing large and small roofs in various stages of completion on new jobs, and in replacements on old ones are shown.

Installations depicted include the United Nations Assembly Building, the Long Island State Agricultural College, Cornell University, Columbia University, the Hayden Planetarium and the Yankee Stadium. Most of the roofing, valley and gutter shots were

made in Rome and in West Point, N. Y.

Although the majority of the location shots showing a variety of roofs, copings, sidings, gutters and flashing depict sheet copper being formed and actually installed on the job, the principles illustrated apply to other sheet metals as well, and these also appear in the film.

Because of its general appeal to anyone in the roofing field, R. A. Wilkins, Revere's vice-president in charge of research, has expressed the hope that those interested will request showings of the 16 mm. film.

"Applied Hopefulness"

(Continued from Page 9)

of success has in it the note of confidence that is so essential to success in selling. The salesman who loses hope of making a sale because the possibility of making it does not look so good does not achieve anything by persisting in spite of his dismal appraisal of his chances. What we do without hope of success we do so poorly that we haven't a chance of succeeding.

It, likewise, is important to address your prospect as one who is going to buy; that is, as one it is taken for granted will buy. The fact that you negotiate for a sale on that basis will impress the prospect. It also prompts the prospect to think of himself as one who is going to buy. And you will do well to go even further than this toward the end of your interview by treating the prospect as one who already has bought by talking to him as a customer instead of as a prospect.

You do your work smoothly and coolly when you do it with confidence that your prospect is going to buy. Having confidence that your effort is going to be rewarded, you do a job and you go all the way in your endeavors to sell your prospect. Somebody has to inject the confidence that he is going to buy with the interview, and who is to do it if you don't? The confidence that an undertaking is going to be successful is as essential to sales building as it is to any other kind of building. Just because in the nature of things we cannot always be successful in making sales is no reason for handicapping our efforts with doubts about ever making a sale until it declares itself as made.

It is a mighty good spur to determination to resolve that the prospect

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that you are about to call on is a prospect who is going to buy. This is vital because without such as gathering, mobilizing and focusing of forces, one is apt to slump into a way of calling on prospects in the spirit of just going in to find out if they are likely prospects. Approached one way, a prospect is a prospect who is going to buy, because the approach makes him that kind of a prospect. The same prospect approached in the spirit of finding out whether he is a prospect who is likely to buy, will prove a prospect who is not at all interested.

Your visions of success are vaporous things, and too easily dissipated if you lose them between this office and the home of the prospect. We, in these meetings, are not just giving you something to fare forth with; what we give you here is something that will serve you, and that will be an aid to victory ONLY if you take it out on the firing line with you. Your visions of success get you nothing if they are visions you have only in this office. The place to have visions of success is in the prospect's home. The place to have them is where you have a chance to bring them to realization. You do not have them at all to any intent or purpose unless you have them to bring them to realization.

Listen, Stop, Look

(Continued from Page 18)

of his desk. "I've been out with salesmen and have heard them ask some smart questions. Then I have stood there biting my teeth, while they have gone on and never waited for the answer. Perhaps the prospect doesn't have the answer right ready to pour out. Perhaps he's not sure he wants to answer the question. It's while he takes a little time that being a good listener pays off. If your question is tactfully put and makes sense, he — or she — can't really object to your coming out with it. At the same time, he's likely to be smart enough to wait in the hope that you won't."

"You mean we all just sit there looking at each other quiet-like?" I put in.

"You may think that's a wise-crack you just made," Mike came back at me. "But that's exactly what I do mean. There's a time to talk and a time to clam up. Clam up time comes right after you've asked a question that will

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lead you toward the sale. Sure, it isn't always easy to stay silent when they are staying that way too. But you've turned the play over to them; one of 'em has to take it—even if they do try to throw the ball away. Then, if the answer doesn't jibe with your question, you can say, 'Perhaps I didn't make myself clear', and repeat your query, preferably with different words to help yourself over the hump that has developed."

Sample Questions

"Yeah, yeah, yeah," I spoke up, "So much for tactics. How's about some sample questions."

"I'm not going to do all your work for you," Mike said with a grin, "But I guess I'll get you started. What questions to ask? What answer do you want to know?"

"What'll make 'em buy."

"Right. Perhaps the key to the sale is the fact that they are great ones for keeping up with the Jones. Ask questions about the neighborhood; find out if they are proud to live in it. Perhaps they'll say that they don't like the community and are going to sell the house and move out. Then you can base your attack on getting them to build up the value of their property for better sale price. If they show pride in the neighborhood, you can dwell on the shabby condition of their roof—though not in so many words. Intelligent questioning will show you whether they have shopped around and are looking either for the best price or the best material. If what you are going to have to sell is quality of workmanship, you'll be so much better off when your questions develop that fact. Perhaps the block to the sale is payment; questions will show whether they understand that time payments can make this no problem.

"Yes, son, I think a salesman should be a good listener. By talking all the time, he's in danger of giving the impression that his job can't stand on its own feet but needs all the sales talk that can be poured out. People don't want to buy sales talk; there's nothing they can do with it after the sound of it dies away. They want to buy what can help them. They want to feel that the salesman, through his intelligent and searching questions, is interested in helping them. And they want that salesman to be interested



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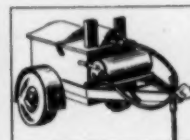
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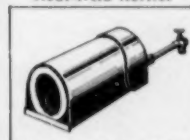
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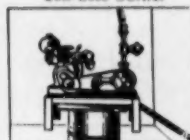
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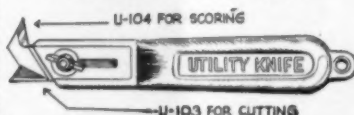
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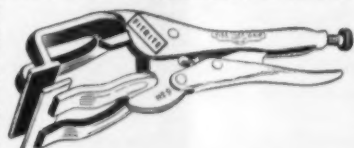
For the cleanest, fastest score-cutting on your insulated siding jobs, use the Modern Utility Knife with these two new blades:

Score the mineral surface with "Fitrite" U-104 Carbide Tipped blade, turn the knife and U-103, a long blade, cuts right through the balance of the insulation.

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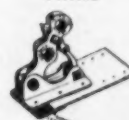
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204 R&G Bldg., North Division at Ellicott
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enough in them to listen when they talk."

"I'm being as quiet as a mouse, boss," I said to Mike.

"Yes, you are," he replied genially, "And for being such a good listener, you can now have my order."

"Your order? What's that?"

"My order is for you to stop warming that chair seat and start letting some prospects listen to you today. You can tell me tomorrow morning whether or not you turn them into good listeners."

Aluminum Shingles

(Continued from Page 13)

the shingles. The design also makes a kind of "shadow cup" which provides strong shadow lines, enhancing the natural appearance of the shingles on the roof.

The shingles are at present being marketed in natural aluminum in the stippled and wood embossed patterns. The aluminum weathers to satin gray through natural oxidation which provides a permanent barrier against further deterioration.

Preparing For Application

Instructions for preparing a deck for application of the new type shingles follow. Actual application instructions will appear in a later issue.

Deck Preparation—New Roofs

Minimum roof pitch for application is 4" rise per foot.

Roof deck should be solid sheathing, free from knots and cracks. Deck boards should be securely nailed to all rafters.

Cover deck with 30# felt, with courses running parallel to eaves. Install first course with edge flush with edge of eaves deck board. Lap succeeding courses a minimum of 3". Extend felt over breaks of ridges, hips and valleys and nail to opposite slope using aluminum nails. Line valleys with full width 30# felt. Center the felt along the valley and nail to deck along outer edges using aluminum nails.

Deck Preparation—Re-roofing

General:

Remove all old flashing which will interfere with shingle application. Remove old ridge caps and hip caps.

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For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

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For Wood Shake Siding

Our metal corners for wood shingle shakes will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.



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211 South Main Street, Kokomo, Ind.

Replace rotted deck boards and trim boards.

Composition Shingles:

Nail down all loose and curled shingles, using aluminum nails. Trim overhanging shingles even with deck boards at eaves and gables. If old roofing is damaged, apply 30# felt to roof and proceed with Master Shingle installation.

Wood Shingles,

Up To $\frac{3}{8}$ " Butt Thickness:

Nail down all loose and curled shingles, using aluminum nails. Trim overhanging shingles even with deck boards at eaves and gables. Apply 55# felt over entire area and proceed with Master Shingle installation.

Wood Shingles,

Over $\frac{3}{8}$ " Butt Thickness:

Fill in with wood bevel strips to provide a smooth nailing surface. Replace rotted deck boards and trim boards. Apply 55# felt over entire area and proceed with Master Shingle installation. Thick-butt rustic type shake shingles should be removed entirely. Fill in the spaced sheathing to form a solid deck, cover with 30# felt, and proceed with Master Shingle installation.

Tar And Gravel:

Trim off dutch riser at eaves and gables flush to roof surface. Scrape off all loose gravel making roof surface smooth and free of projecting stones. Remove excess tar from valleys. Install new aluminum gutter and downspouts. Apply 55# felt over entire area and proceed with Reynolds Master Shingle installation.

Tile, Slate, Asbestos Cement, Copper, Corrugated, V-Crimp, Etc. Roofing:

Remove old roofing and fill in spaced sheathing to form a solid deck. Replace rotted deck boards and trim boards. Apply 30# felt and proceed with Master Shingle Installation.

What's New

(Continued from Page 22)

in a range that easily accommodates 4" modular construction. Sheets can be supplied in 16 ft. or longer lengths if desired, although usual sizes are six, eight and ten feet.

American Panel, Incorporated, the name of the subsidiary company handling the new product, plans to market a complete range of corrugation sizes and a flat sheet to meet the building demand.



scrape 1 square every 5 minutes

On tough scraping jobs, shear off up to 12½ squares an hour with the new model Tennant Roof Scraper. Lets one man be a crew; assures you more profit on every job! Cleans 8" path —leaves smooth, level surface. Has 6 hp engine . . . self-propelling action . . . allows on-the-job cutter changes. Many exclusive features. For details write to G. H. Tennant Co., 2568 North 2nd Street, Minneapolis 11, Minnesota.



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Famous for the way they hold up under tough usage, R. Murphy "Stay-Sharp" blades are processed from the finest steel — hand-honed to razor-sharpness to cut the roughest materials easily.

Precision riveting completely eliminates play or wobbling between blade and handle, which is custom-designed for proper grip.

For the *steadiest, cleanest, easiest* cutting roofing knife, ask for R. Murphy "Stay-Sharp" Knives at your Roofing, Building Supply or Hardware Store.

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News of the Month

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Dierking, Allen Cassin, assistant general sales managers; Ira L. Birner and John J. Schmitt, Architectural Sales Department; Meade M. Morris, in charge of Insulation and Gypsum sales; F. W. Lagerquist, manager of the Roofing and Allied Products Department; Gates Ferguson, Director of Advertising and Sales Promotion; and Gordon G. Morrison, in charge of sales training.

* * *

Bird & Son Shifts Personnel In Building Materials Div.

Bird & Son, Inc., of East Walpole, Mass., recently announced the following changes in its Building Materials Division: J. Douglas Johnston to succeed L. L. Williams as Southwestern Manager, Francis X. Lantier to replace Mr. Johnston as Eastern Division Sales Manager; Thomas E. Miller, Jr., as Sales Manager of the new Middle Atlantic Division, and Henry F. Davis as Assistant to the Vice President. These changes were revealed by Vice President Eli L. Chamberlain.



T. E. MILLER, JR.

Mr. Williams is retiring after 25 years of service with the company. The new sales division encompasses the sales territories of southern New Jersey, Pennsylvania, Delaware, Maryland, and parts of Virginia and West Virginia.

* * *

Carey Sales Mgr. In 2nd Term As Head Of Corrugated Comm.

R. F. Turner, Sales Manager, Building Products Division, The Philip Carey Mfg. Company, Cincinnati, Ohio, has been reappointed Chairman of the Corrugated Committee of the Asbestos-Cement Products Association, it was announced recently by Ernest Muehleck, president of that organization and Keesbey-Mattisen.

Turner has been active in the building materials industry since 1923 when he was affiliated with the Fischer Lime and Cement Company of Memphis, Tennessee. He joined Carey in 1934 and has served in the company's Chicago, Cleveland and Philadelphia offices.

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Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

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MANUFACTURERS REPRESENTATIVES: WE manufacture a complete line of aluminum trims for use with siding and roofing, selling only to wholesalers, presently in western states. Wish representation in territory between Rocky Mountains and Mississippi River—representatives to be headquartered preferably in Kansas, Texas and Colorado. Address inquiries to Box 374, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

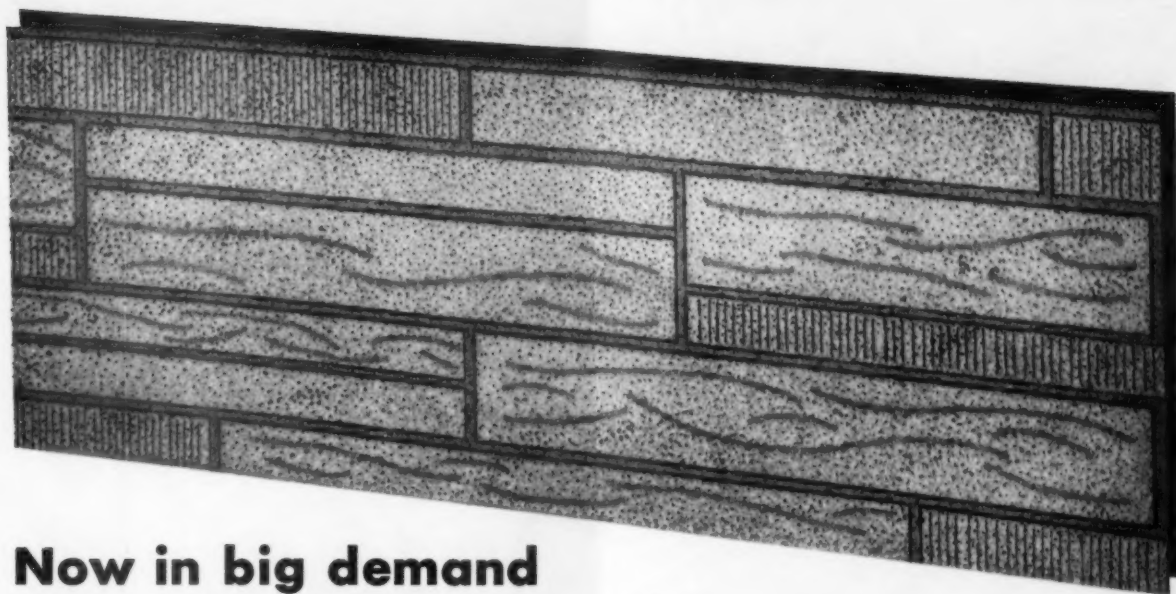
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MAN WITH 21 years experience in complete management of Home Improvement Co. including Industrial work, seeks permanent position with well established concern. Write Box 378, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

EXECUTIVE SEEKS MANAGEMENT or highly responsible position with progressive Roofing and Sheet Metal firm in large community, specializing in industrial and public works, both new construction and high class repair maintenance. Age 42—excellent character, good personality, 20 years executive experience with one large firm in all management phases, estimating, sales and supervision. Best references. Replies strictly confidential. Write Box 375, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y.

MISCELLANEOUS

WANTED TO BUY: Roofing business, must be near large city. Prefer South West. Send full particulars, price, terms, etc. Box 108, Franklin, New Hampshire.



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FLINTKOTE's
handsome, new
Stone Design

Insulating Siding

No wonder Flintkote's modern STONE DESIGN Insulating Siding is going over so big! It so perfectly resembles the stone work used in today's popular ranch type homes.

See Flintkote's STONE DESIGN for yourself. Notice that its sculptured texture actually gives the appearance of long, narrow chiseled stone. You'll be mighty impressed, too, with its colored mortar-base line that gives added texture and successfully screens out the panel joint.

For the colors of this new stone design, Flintkote went right to Nature herself. In this insulating siding . . . known as Ledge Rock in the West and Ruf-Tex in the East . . . you can



offer light pastel blends of 3 of the most popular stones on the market.

These are *Verde Antique** . . . a base of white, marbled on a beautiful new light green. *Briar Hill** . . . a base of white veined with buff. *Crab Orchard*** . . . a base of white, softly toned with buff and coral.

Start capitalizing on this great new insulating siding right away! Ask to see Flintkote's STONE DESIGN today!

*Called Greenstone and Buffstone in the East
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Unique beauty in America's newest lighter pastel blends

... yours for greater sales in Celotex Asphalt Shingles!

The trend's to lighter pastel blends... and Celotex, the *originator* of pastel colors in roofing, leads the way with its Triple-Sealed Asphalt Shingles!

There's real sales history to be made by you with these lighter blends, the most unusual, most beautiful shades you've ever seen. The true pastel granules used in these new shingles permit a subtle blending of vividly-colored areas with alternating lighter sections. The overall effect is that of a lighter, brighter, far more beautiful roof... a roof made possible only with Celotex Asphalt Shingles. No other shingle can match their fresh, modern charm. In short, these are the

precise lighter pastel blends most demanded by your prospects. Actual check on consumer buying *proves* it!

What's more, Celotex Asphalt Shingles bring you other big selling advantages, too: Extra weather-protection, extra service, extra satisfaction... all assured by the exclusive Triple-Sealed Process. All this plus styles, colors, and textures for every taste, every decorative plan.

Your jobber will show you these much talked-about, *prospect-demanded* original lighter pastel blends... in Celotex Asphalt Shingles. *See them now!*

Sales come easier—when you feature genuine

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